

**SYSTEM, METHOD, AND APPARATUS FOR CREATING METADATA  
ENHANCED MEDIA FILES FROM BROADCAST MEDIA**

**ABSTRACT**

In one embodiment, metadata associated with broadcasting entities within a network is augmented with detailed data such as audio files, which may later be retrieved and shared with other users. A mobile terminal having broadcast tuning, audio recording, presence, Internet browsing, and/or Radio Data System (RDS) capability may gather detailed information concerning a broadcast through any one or all of these capabilities. The detailed information is then combined with audio snippets derived either from the RDS data, Internet download, or from audio recording equipment to form metadata enhanced, media files that may be associated with the broadcasting entity. The metadata enhanced media files may be subsequently perused and shared with other users, whereby the audio snippets may be played back to provide the users with enhanced sensory recall of the broadcasting entity.